

SCOTTISH GROCER FEATURE SYNOPSIS

APRIL 2020 ISSUE

NICOTINE

Editorial contact for this feature is

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Deadline for editorial submission **Friday, 6th March 2020**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

April 2020 is the last full month in which retailers can sell menthol cigarettes. With no sell-through period and questionable consumer awareness of the approaching menthol ban, retailers will be presented with both challenges and opportunities in the months ahead. In this feature we'll look at how retailers can position their range of cigarettes, cigars, vaping products and other nicotine formats to make sure they're well-equipped to keep their customers satisfied. We would welcome comments on the following:

- How would you assess the awareness of the menthol ban among the public at large? What can retailers do in the remaining weeks before the ban comes into force to ensure their customers are braced for the change?
- How can retailers make the most of the menthol ban? Existing adult smokers who currently enjoy menthol cigarettes are likely to vary in how they respond to the ban? What sort of products/NPD should retailers ensure they have in store to ensure they can offer a satisfactory alternative to menthol cigarettes?
- What resources are available to retailers who may wish to better educate themselves and their customers on the new nicotine products on the market? What do you think are the key pieces of product knowledge that retailers should be providing to their customers for your category/brand within nicotine?
- Do you have any NPD or campaigns you would like to shout about?